

# NENT Group expands RiksTV distribution partnership in Norway

- Viaplay to be available as part of RiksTV's Strim streaming offering
- NENT Group's Norwegian TV channels continue to be available through RiksTV
- Partnership reflects NENT Group's unique content offering and strategic focus on long-term distribution deals

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, and Norwegian TV operator RiksTV have agreed an extended long-term distribution deal that brings NENT Group's Viaplay streaming service and TV channels to more viewers in Norway than ever before. Starting autumn 2019, Viaplay will be available as part of RiksTV's Strim streaming offering, which will also include NENT Group's TV3, TV6 and Viasat 4 channels.**

At the same time, RiksTV will continue to offer TV3, TV6, Viasat 4 and NENT Group's Viasport channels to its TV customers, together with a seven-day catch-up service. RiksTV has almost 300,000 subscribers in Norway, where its offering is available to 98% of households. As part of the extended distribution agreement, RiksTV's TV subscribers will also have access to full seasons of four new shows provided by NENT Group each spring and autumn.

The partnership with RiksTV reflects NENT Group's strategic focus on long-term distribution deals that ensure the broad availability of its streaming services and TV channels across the Nordic region. In addition to RiksTV, NENT Group has long-term distribution partnerships with [Boxer](#), [Stofa](#), Telenor, Wao and [YouSee](#) in Denmark; Altibox, Get, NextGenTel and Telenor in Norway; A3, Bahnhof, Connect TV, Kalejdo, Mediatechnik, Ownit, Sappa, Serverado, [Tele2](#), Telenor, [Telia](#) and Universal Telecom in Sweden; and [DNA](#), Elisa and Telia in Finland.

Kim Poder, NENT Group Chief Commercial Officer: "We want Viaplay and our TV channels to be available in as many homes as possible. NENT Group's long-term partnerships show the popularity of our unique combination of originals, international films and series, kids content and live sports. This agreement makes our content available on both RiksTV's streaming and TV platforms and demonstrates NENT Group's commitment to finding innovative ways to reach viewers with the best entertainment in the Nordic region."

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').*

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